

### **REMARKS/ARGUMENTS**

This Amendment is being filed in response to the Final Office Action dated December 8, 2010. Reconsideration and allowance of the application in view of the amendments made above and the remarks to follow are respectfully requested.

Claims 1-2 and 4-12 are pending in the Application. Claims 1 and 8 are independent claims. Claims 3 and 13 are previously canceled.

The claims are amended to simplify the recitations by decreasing repetition of the phrase "simultaneously illuminated rows of pixels". By these amendments, the claims are not amended to address issues of patentability and Applicants respectfully reserve all rights under the Doctrine of Equivalents. Applicants furthermore reserve the right to reintroduce subject matter deleted herein at a later time during the prosecution of this application or continuing applications.

In the Final Office Action, claims 1 and 8 are rejected under 35 U.S.C. §112, first paragraph. This rejection is respectfully traversed. The first full paragraph on page 7 of the response to the previous Office Action, explained that claim 1 was amended to recite an element of canceled claim 3, and a reference to the penultimate paragraph on page 5 of the specification was provided as including support for the amendment. The Application as filed on April 5, 2006, including claim 3 and the referenced paragraph on page 5 of the present application, respectively recites the following language:

3. A method as claimed in claim 1 or 2, wherein image data for different frames of the image to be displayed are displayed in the different bands.

and

Each band of rows of pixels may comprise a plurality of adjacent rows of pixels. Image data for different frames of the image can then be displayed

in the different bands, so that different parts of two adjacent frames are displayed at any one time.

The rejected limitation of claim 1 recites:

displaying image data for different frames of video in different first bands,  
so that different parts of two adjacent frames are displayed at any one  
time ...

The term "simultaneously" at the end of the previous recitation, which does not alter the meaning of the claim, is removed in an attempt to address the concerns raised by this rejection and in the interest of advancing consideration and allowance of the claims. Accordingly, withdrawal of this rejection is respectfully requested.

Claims 1-2 and 4-12 are rejected under 35 U.S.C. §103(a) over U.S. Patent Publication No. 2003/0197472 to Kanauchi et al. ("Kanauchi") in view of U.S. Patent Publication No. 2002/0196241 to Morita ("Morita") and further, in view of U.S. Patent Publication No. 2001/0033278 to Ohta ("Ohta"). These rejections are respectfully traversed. It is respectfully submitted that claims 1-2 and 4-12 are allowable over Kanauchi, Morita, and Ohta for at least the following reasons.

As argued in the response to the previous Office Action, it is undisputed that Kanauchi does not teach the scrolling element of claim 1 (See, page 3 of the Final Office Action). It is further undisputed that Kanauchi and Morita do not teach first bands as in amended claim 1, (See, page 4, of the Final Office Action). Therefore, the Final Office Action relies on Ohta to teach that which is admitted missing from Kanauchi and Morita.

It is respectfully submitted that Ohta does not teach, disclose, or suggest "displaying image data for different frames of video in different first bands", which is recited in claim 1

and was similarly set out in previously canceled claim 3. Close consideration of the following comments is respectfully requested.

As previously argued, the paragraphs of Ohta cited in the prior and Final Office Action describe outputting display data signals based on the display data to data signal lines so as to display an image according to the display data, in paragraph [0105], and that the image display device includes a data signal line driving section for outputting display data signals (e.g., video signals) based on the display data respectively to data signal lines, so as to display an image according to the display data, in paragraph [0106]. These descriptions and the rest of Ohta do not teach, disclose, or suggest "displaying image data for different frames of video in different first bands", which was substantially set out in prior claim 3 and is now recited in claim 1.

A close review of paragraphs [0078]-[0079] used to reject claim 3 and the rest of Kanauchi reveal that the term "frame" is used in Kanauchi to indicate a time period not a portion of a video stream as recited in claim 1. While the referenced paragraphs of Kanauchi describe an image displayed on the display region 1 based on the video signal (d), in paragraph [0078] and "when the region of a display 2 is scanned, the image based on the video signal (d) is displayed on the display region 2", in paragraph [0079], it is respectfully submitted that these descriptions and the rest of Kanauchi do not teach, disclose, or suggest "displaying image data for different frames of video in different first bands", as recited in claim 1 and as similarly recited in claim 8.

Similarly, support for claims 9, 10, 11, and 12 is found in the paragraph spanning pages 5 and 6 of the present application. These claims are rejected in the Final Office

Action in view of discussion of Figure 13 in Kanauchi. Paragraph [0042] of Kanauchi describes Figure 13 as a timing chart explaining operation for inserting a scan side preparation frame performed when the partial display is executed by the second embodiment of Kanauchi. Paragraph [0073] describes that Figure 13 shows the output timings of signals when a preparation frame is inserted and writing black data to the capacitors constituting respective pixels over the frame or the sub-frame. Paragraph [0076] describes the output timings of respective signals starting a partial display in the next frame (Figure 14).

It is respectfully submitted that the referenced paragraphs and the rest of Kanauchi for that matter does not teach, disclose, or suggest the frame buffer that "stores partial image data for two adjacent frames, and wherein data is read out from the frame buffer at two locations simultaneously", as for example recited in claim 11.

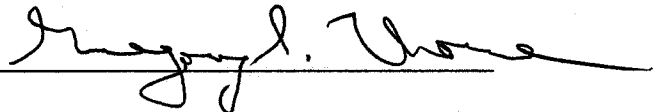
In light of the above discussion, it is respectfully submitted that the method of claim 1 is not anticipated or made obvious by the teachings of Kanauchi in view of Morita and Ohta. For example, Kanauchi in view of Morita and Ohta do not teach, disclose or suggest, amongst other patentable elements, (illustrative emphasis added) "the at least two first bands scrolling in the column direction over time such that the at least two first bands simultaneously change horizontal position from one time to a next time, and displaying image data for different frames of video in different first bands, so that different parts of two adjacent frames are displayed at any one time, wherein at most 75% of the rows of pixels are illuminated at any point in time", as recited in claim 1 and as substantially recited in claim 8.

Based on the foregoing, the Applicants respectfully submit that the independent claims are patentable over Kanauchi in view of Morita and Ohta and an indication to that effect is respectfully requested. The dependent claims respectively depend from one of the independent claims and accordingly are allowable for at least this reason as well as for the separately patentable elements contained in each of the claims.

In addition, Applicants deny any statement, position, or averment of the Examiner that is not specifically addressed by the foregoing argument and response. Any rejections and/or points of argument not addressed would appear to be moot in view of the presented remarks. However, the Applicants reserve the right to submit further arguments in support of the above stated position, should that become necessary. No arguments are waived and none of the Examiner's statements are conceded.

Applicants have made a diligent and sincere effort to place this application in condition for immediate allowance and notice to this effect is earnestly solicited.

Respectfully submitted,

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